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ABSTRACT

This handbook provides guidelines for trustees in developing their private-independent schools' relative immunity to hard times. The introduction discusses the importance of continual attention to the planning process and highlights the characteristics of successful school planning. Chapter 2 stresses the need for schools to market themselves effectively to parents, and describes the current and future demographic characteristics and needs of parents who send their children to private schools. Ways in which private schools can meet student needs--providing opportunities for responsibility and peer relationships--are discussed in the third chapter. The fourth chapter outlines decision-making arrangements between board trustees and the head and offers strategies for validating schools to parents and the faculty. Chapter 5 describes financial strategies for maximizing graduate quality and the quality of services while gradually raising tuition over 4 years. Budget-planning guidelines and criteria for evaluating productivity are also presented. Appendices contain 7 articles on board-trustee roles and school evaluation and a summary of the Research for School Management Project's study of 42 private schools. (Contains seven footnotes and nine references.) (LMI)

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